

Fulfilling the core market research educational needs of individuals and companies worldwide.

Presented through a unique  
partnership between



UNIVERSITY OF  
**GEORGIA**

**MRII** MARKET RESEARCH  
INSTITUTE INTERNATIONAL



## How to Contact Us:

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## Features

- A program managed and delivered by the University of Georgia, a premier US educational institution and recognized global leader in market research education.
- A dynamic and up-to-date online curriculum, written by leading academic and applied marketing research professionals from around the world.
- An online, self-study format that meets the needs of busy working professionals.
- Multiple student support mechanisms including progress monitoring tools and self-assessments.
- Begin your studies anytime.
- Endorsement by major industry associations worldwide.
- A program of study taken by almost 9000 practitioners from 104 different countries.

## Benefits

- Advance your career by enhancing your research skills while continuing to work full time.
- Earn continuing education units (CEUs) and a *Digital Badge* from the University of Georgia.
- Develop a structured approach to data analysis based on the strengths and weaknesses of the data on hand.
- Ensure that the planned analysis is responsive to the business decision that needs to be made.
- Learn how to choose the right analysis techniques.
- Become proficient in statistical tests that highlight important differences among groups in your data.
- Be recognized by certifying bodies in the United States, Canada, and Australia.

## What Graduates Say about our Course

*This course is an excellent introduction to the tactical objectives of market researchers, and gives a high-level understanding of the techniques used to achieve those objectives. Anyone who touches or facilitates the gathering of data for market research purposes should understand the basic concepts presented in this course.*

– Baillie Buchannan, Co-Founder & Chief Revenue Officer, Research For Good

*This course is a great introduction and perfect for those analysts just getting started in marketing research. I wish I would have had access to this when I first started my job! I could definitely have some junior colleagues take this and get a lot out of it.*

– Megan Peitz, An experienced supplier-side researcher

*It is a really useful course for anyone who needs an introduction to basic statistical analysis as well as for someone more experienced who could use a refresh of basic background. I like that the examples used in the course helped to make the scientific terms more understandable.*

- Alexander Temekenidis, An experienced supplier-side market researcher (Greece)

*Introduction to Data Analysis” is a short course but it covered array of topics that are job oriented and very relevant to the industry. I work as a research analyst and a big part of what I do is covered by the material.*

- Jasmeet Kaur, An experienced supplier-side market researcher (Canada)

*“Introduction to Data Analysis” is a wonderful introductory resource for data analysis. I recommend this for entry level researchers or for veteran researchers who need a refresher.*

- Meg Ryan, An experienced client-side researcher.

*I really like the coverage on banner plan.*

- An experienced supplier-side researcher

*The course refreshed my knowledge on some concepts. The course was short, comprehensive and manageable.*

- An experienced client-side researcher (Jamaica)

## **Enroll Anytime. Register Now!**

For more information about the *Introduction to Data Analysis*, contact us at [questions@georgiacenter.uga.edu](mailto:questions@georgiacenter.uga.edu) or by telephone at +1-706-542-3537.

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